

TOWNSEND AND TOWNSEND AND CREW LLP
GREGORY S. GILCHRIST (Bar # 111536)
GIA L. CINCONI (Bar # 141668)
RAQUEL PACHECO (Bar # 245328)
Two Embarcadero Center, 8th Floor
San Francisco, California 94111
Telephone: (415) 576-0200
Facsimile: (415) 576-0300
Email: gsgilchrist@townsend.com
Email: glcinconi@townsend.com
Email: rpacheco@townsend.com

Attorneys for Plaintiff
LEVI STRAUSS & CO.

ORIGINAL
FILED

MAR 26 2008

RICHARD W. WIEKING
CLERK, U.S. DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA

LEVI STRAUSS & CO.,

Plaintiff,

v.

JEANS CITY USA, INC.,

Defendant.

Case No.

**COMPLAINT FOR TRADEMARK
INFRINGEMENT, TRADEMARK
DILUTION, AND UNFAIR
COMPETITION (INJUNCTIVE
RELIEF SOUGHT)**

JURY TRIAL DEMAND

Plaintiff Levi Strauss & Co. ("LS&CO.") complains against defendant Jeans City USA, Inc. ("Jeans City") as follows:

JURISDICTION, VENUE AND INTRA-DISTRICT ASSIGNMENT

1. Plaintiff's first, second and third claims arise under the Trademark Act of 1946 (the Lanham Act), as amended by the Federal Trademark Dilution Act of 1995 (15 U.S.C. §§ 1051, et seq.). This Court has jurisdiction over such claims pursuant to 28 U.S.C. §§ 1338(a) and 1338(b) (trademark and unfair competition), 28 U.S.C. § 1331 (federal question) and 15 U.S.C. § 1121 (Lanham Act). This Court has supplemental jurisdiction over the remaining state law claims under 28 U.S.C. § 1367.

2. Venue is proper in this Court under 28 U.S.C. § 1391(b) because Defendant transacts

1 affairs in this district and because a substantial part of the events giving rise to the claims asserted
2 arose in this district.

3 3. Intra-district assignment to any division of the Northern District is proper under Local
4 Rule 3-2(c) and the Assignment Plan of this Court as an "Intellectual Property Action."

5 **PARTIES**

6 4. LS&CO. is a Delaware corporation which has its principal place of business at Levi's
7 Plaza, 1155 Battery Street, San Francisco, California 94111. Operating since approximately the
8 1850's, LS&CO. is one of the oldest and most well known apparel companies in the world. It
9 manufactures, markets and sells a variety of apparel, including its traditional denim blue jean
10 products.

11 5. LS&CO. is informed and believes that defendant Jeans City USA, Inc. is a Florida
12 corporation with its principal place of business at 8030 W. 26th Ave., Hialeah, Florida 33016.
13 LS&CO. is informed and believes that Jeans City manufactures and sells a line of clothing, including
14 jeans, that is offered for sale or sold in this judicial district and throughout the United States. LS&CO.
15 is further informed and believes that Jeans City has authorized, directed, and/or actively participated in
16 the wrongful conduct alleged herein.

17 **FACTS AND ALLEGATIONS COMMON TO ALL CLAIMS**

18 **LS&CO.'s Use Of Its Trademarks**

19 6. LS&CO. marks its LEVI'S® brand products with a set of trademarks that are famous
20 around the world. For many years prior to the events giving rise to this Complaint and continuing to
21 the present, LS&CO. annually has spent great amounts of time, money, and effort advertising and
22 promoting the products on which its trademarks are used and has sold many millions of these products
23 all over the world, including throughout the United States and in California. Through this investment
24 and large sales, LS&CO. has created considerable goodwill and a reputation for quality products.
25 LS&CO. continuously has used these trademarks, some for well over a century, to distinguish its
26 products.

27 7. Most of LS&CO.'s trademarks are federally registered; all are in full force and effect,
28 and exclusively owned by LS&CO. LS&CO. continuously has used each of its trademarks, from the

1 registration date or earlier, until the present and during all time periods relevant to LS&CO.'s claims.

2 **LS&CO.'s Arcuate Stitching Design Trademark**

3 8. Among its marks, LS&CO. owns the famous Arcuate Stitching Design Trademark (the
4 "Arcuate trademark"), which consists of a distinctive pocket stitching design that is the oldest known
5 apparel trademark in the United States. LS&CO. has used the Arcuate trademark continuously since
6 1873 in interstate commerce on clothing products. LS&CO. first used the Arcuate trademark on jeans
7 and later used it on trousers, pants, shorts, skirts, shirts and jackets. Examples of LS&CO.'s use of the
8 Arcuate trademark on LEVI'S® jeans are attached as Exhibits A-1 – A-9.

9 9. LS&CO. owns, among others, the following United States and California Registrations
10 for its Arcuate trademark, attached as Exhibit B:

11 a. U.S. Registration No. 1,139,254 (first used as early as 1873; registered
12 September 2, 1980);

13 b. U.S. Registration No. 404,248 (first used as early as 1873; registered November
14 16, 1943).

15 These registrations have become incontestable under the provisions of 15 U.S.C. § 1065.

16 c. U.S. Registration No. 2,791,156 (first used as early as September 1, 1936;
17 registered December 9, 2003)

18 d. U.S. Registration No. 2,794,649 (first used as early as 1873; registered
19 December 16, 2003.)

20 e. California Registration No. 088399 (first used as early as 1873; registered
21 August 24, 1988).

22 10. The Arcuate trademark is famous and is recognized around the world and throughout
23 North America by consumers as signifying a high quality LEVI'S® product.

24 **LS&CO.'s Tab Device Trademark**

25 11. LS&CO. is also the owner of the famous Tab Device Trademark (hereinafter the "Tab
26 trademark"), which consists of a small marker of textile or other material sewn into one of the regular
27 structural seams of the garment. LS&CO. first used the Tab trademark in 1936 to identify genuine
28 LEVI'S® products.

12. In or about 1936, LS&CO. first began to display the Tab trademark on the rear pocket of its pants when LS&CO.'s then National Sales Manager, Leo Christopher Lucier, first proposed placing a folded cloth ribbon in the structural seams of the rear pocket. The purpose of this "tab" was to provide "sight identification" of LS&CO.'s products. Given the distinctiveness of the Tab trademark, Mr. Lucier asserted that "no other maker of overalls can have any other purpose in putting a colored tab on an outside patch pocket, unless for the express and sole purpose of copying our mark, and confusing the customer." Examples of the Tab trademark as used on LEVI'S® jeans are attached as Exhibit C-1 – C-5.

13. LS&CO. owns, among others, the following United States Registrations for its Tab trademark, attached as Exhibit D:

a. Registration No. 356,701 (first used as early as September 1, 1936; registered May 10, 1938);

b. Registration No. 516,561 (first used as early as September 1, 1936; registered October 18, 1949);

c. Registration No. 577,490 (first used as early as September 1, 1936; registered July 21, 1953);

d. Registration No. 774,625 (first used as early as May 22, 1963; registered August 4, 1964);

e. Registration No. 775,412 (first used as early as October 9, 1957; registered August 18, 1964); and

f. Registration No. 1,157,769 (first used as early as September 1, 1936; registered June 16, 1981).

These registrations have become incontestable under the provisions of 15 U.S.C. § 1065.

g. U.S. Registration No. 2,791,156 (first used as early as September 1, 1936; registered December 9, 2003)

Defendant's Infringement of LS&CO.'s Trademarks

14. LS&CO. is informed and believes that Jeans City has in the past and continues to manufacture, source, market and/or sell clothing, including denim jeans, that infringes and dilutes

1 LS&CO.'s Tab and Arcuate trademarks (hereinafter the "infringing products").

2 15. In particular, LS&CO. is informed and believes that Jeans City has in the past and
3 continues to manufacture, source, market and/or sell jeans that display designs on the rear pockets that
4 are confusingly similar to LS&CO.'s Arcuate and Tab trademarks. These designs include, without
5 limitation, the designs shown in Exhibit E (the "Jeans City designs").

6 16. LS&CO. is informed and believes that Jeans City has produced, manufactured,
7 designed, marketed, offered for sale and sold substantial quantities of infringing products bearing the
8 Jeans City designs, and has obtained and continues to obtain substantial profits from such sales.

9 17. Jeans City's actions have caused and will cause LS&CO. irreparable harm for which
10 money damages and other remedies are inadequate. Unless Jeans City is restrained by this Court,
11 Jeans City will continue and/or expand the illegal activities alleged in this Complaint and otherwise
12 continue to cause great and irreparable damage and injury to LS&CO. by, among other things:

- 13 a. Depriving LS&CO. of its statutory rights to use and control use of its
14 trademarks;
- 15 b. Creating a likelihood of confusion, mistake and deception among consumers
16 and the trade as to the source of the infringing products;
- 17 c. Causing the public falsely to associate LS&CO. with Jeans City or vice versa;
- 18 d. Causing incalculable and irreparable damage to LS&CO.'s goodwill and
19 diluting the capacity of its trademarks to differentiate LEVI'S® products from
20 others; and
- 21 e. Causing LS&CO. to lose sales of its genuine clothing products.

22 18. Accordingly, in addition to other relief sought, LS&CO. is entitled to preliminary and
23 permanent injunctive relief against Jeans City and all persons acting in concert with it.

24 **FIRST CLAIM**
25 **FEDERAL TRADEMARK INFRINGEMENT**
26 **(15 U.S.C. §§ 1114-1117; Lanham Act § 32)**

27 19. LS&CO. realleges and incorporates by reference each of the allegations contained in
28 paragraphs 1 through 18 of this Complaint.

20. Without LS&CO.'s consent, Jeans City has used, in connection with the sale, offering for sale, distribution or advertising of Jeans City's goods, designs that infringe upon LS&CO.'s registered Tab and Arcuate trademarks.

21. These acts of trademark infringement have been committed with the intent to cause confusion, mistake, or deception, and are in violation of 15 U.S.C. § 1114.

22. As a direct and proximate result of Jeans City's infringing activities, LS&CO. has suffered substantial damage.

23. Jeans City's infringement of LS&CO.'s trademarks as alleged herein is an exceptional case and was intentional, entitling LS&CO. to treble its actual damages and to an award of attorneys' fees under 15 U.S.C. §§ 1117(a) and 1117(b).

SECOND CLAIM
FEDERAL UNFAIR COMPETITION
(False Designation of Origin and False Description)
(15 U.S.C. § 1125(a); Lanham Act § 43(a))

24. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 23 of this Complaint.

25. Jeans City's conduct constitutes the use of symbols or devices tending falsely to describe the infringing products, within the meaning of 15 U.S.C. § 1125(a)(1). Jeans City's conduct is likely to cause confusion, mistake, or deception by or in the public as to the affiliation, connection, association, origin, sponsorship or approval of the infringing products to the detriment of LS&CO. and in violation of 15 U.S.C. § 1125(a)(1).

26. As a direct and proximate result of Jeans City's infringing activities, LS&CO. has suffered substantial damage.

THIRD CLAIM
FEDERAL DILUTION OF FAMOUS MARKS
(Federal Trademark Dilution Act of 1995)
(15 U.S.C. § 1125(c); Lanham Act § 43(c))

27. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 26 of this Complaint.

28. LS&CO.'s Tab and Arcuate trademarks are distinctive and famous within the meaning

1 of the Federal Trademark Dilution Act of 1995, 15 U.S.C. § 1125(c), as amended.

2 29. Jeans City's activities have diluted or are likely to dilute the distinctive quality of
3 LS&CO.'s trademarks in violation of the Federal Trademark Dilution Act of 1995, 15 U.S.C. §
4 1125(c), as amended.

5 30. LS&CO. is entitled to injunctive relief pursuant to 15 U.S.C. § 1125(c).

6 31. Because Jeans City willfully intended to trade on LS&CO.'s reputation or to cause
7 dilution of LS&CO.'s famous trademarks, LS&CO. is entitled to damages, extraordinary damages,
8 fees and costs pursuant to 15 U.S.C. § 1125(c)(2).

9 **FOURTH CLAIM**
10 **CALIFORNIA DILUTION AND TRADEMARK INFRINGEMENT**
11 **(Cal. Bus. & Prof. Code §§ 14320, 14330, 14335, 14340)**

12 32. LS&CO. realleges and incorporates by reference each of the allegations contained in
13 paragraphs 1 through 31 of this Complaint.

14 33. Jeans City's infringement of LS&CO.'s federal and state registered trademarks is likely
15 to cause consumer confusion and dilution of LS&CO.'s trademarks in violation of California Business
16 & Professions Code §§ 14320, 14330, and 14335.

17 34. Jeans City infringed and diluted LS&CO.'s Tab and Arcuate trademarks with
18 knowledge and intent to cause confusion, mistake or deception.

19 35. Jeans City's conduct is aggravated by that kind of willfulness, wantonness, malice and
20 conscious indifference to the rights and welfare of LS&CO. for which California law allows the
21 imposition of exemplary damages.

22 36. Pursuant to California Business & Professions Code § 14340, LS&CO. is entitled to
23 injunctive relief and damages in the amount of three times Jeans City's profits and three times all
24 damages suffered by LS&CO. by reason of Jeans City's manufacture, use, display or sale of infringing
25 goods.

26 **FIFTH CLAIM**
27 **CALIFORNIA UNFAIR COMPETITION**
28 **(Cal. Bus. & Prof. Code § 17200)**

37. LS&CO. realleges and incorporates by reference each of the allegations contained in
paragraphs 1 through 36 of this Complaint.

38. Jeans City's infringement of LS&CO.'s Tab and Arcuate trademarks constitutes "unlawful, unfair or fraudulent business act[s] or practice[s] and unfair, deceptive, untrue or misleading advertising" within the meaning of California Business & Professions Code § 17200.

39. As a consequence of Jeans City's actions, LS&CO. is entitled to injunctive relief and an order that Jeans City disgorge all profits on the manufacture, use, display or sale of infringing goods.

PRAYER FOR JUDGMENT

WHEREFORE, LS&CO. prays that this Court grant it the following relief:

40. Adjudge that LS&CO.'s Tab and Arcuate trademarks have been infringed by Jeans City in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1114, and/or California law;

41. Adjudge that Jeans City has competed unfairly with LS&CO. in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1125(a), and/or California law;

42. Adjudge that Jeans City's activities are likely to, or have, diluted LS&CO.'s famous Tab and Arcuate trademarks in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1125(c), and/or California law;

43. Adjudge that Jeans City and each of its agents, employees, attorneys, successors, assigns, affiliates, and joint venturers and any person(s) in active concert or participation with it, and/or any person(s) acting for, with, by, through or under it, be enjoined and restrained at first during the pendency of this action and thereafter permanently from:

a. Manufacturing, producing, sourcing, importing, selling, offering for sale, distributing, advertising, or promoting any goods that display any words or symbols that so resemble LS&CO.'s Tab and Arcuate trademarks as to be likely to cause confusion, mistake or deception, on or in connection with any product that is not authorized by or for LS&CO., including without limitation any product that bears any of the Jeans City designs or any other confusingly similar approximation of LS&CO.'s Tab or Arcuate trademark;

b. Using any word, term, name, symbol, device or combination thereof that causes or is likely to cause confusion, mistake or deception as to the affiliation or association of Jeans City or its goods with LS&CO. or as to the origin of Jeans City's goods, or any false designation of origin,

1 false or misleading description or representation of fact;

2 c. Further infringing the rights of LS&CO. in and to any of its trademarks in its
3 LEVITS® brand products or otherwise damaging LS&CO.'s goodwill or business reputation;

4 d. Otherwise competing unfairly with LS&CO. in any manner; and

5 e. Continuing to perform in any manner whatsoever any of the other acts
6 complained of in this Complaint;

7 44. Adjudge that Jeans City be required immediately to supply LS&CO.'s counsel with a
8 complete list of individuals and entities from whom or which it purchased, and to whom or which it
9 sold, offered for sale, distributed, advertised or promoted, infringing products as alleged in this
10 Complaint;

11 45. Adjudge that Jeans City be required immediately to deliver to LS&CO.'s counsel its
12 entire inventory of infringing products, including without limitation pants and any other clothing,
13 packaging, labeling, advertising and promotional material and all plates, patterns, molds, matrices and
14 other material for producing or printing such items, that is in Jeans City's possession or subject to its
15 control and that infringes LS&CO.'s Tab and/or Arcuate trademarks as alleged in this Complaint;

16 46. Adjudge that Jeans City, within thirty (30) days after service of the judgment demanded
17 herein, be required to file with this Court and serve upon LS&CO.'s counsel a written report under
18 oath setting forth in detail the manner in which it has complied with the judgment;

19 47. Adjudge that LS&CO. recover from Jeans City its damages and lost profits in an
20 amount to be proven at trial,

21 48. Adjudge that Jeans City be required to account for any profits that are attributable to its
22 illegal acts, and that LS&CO. be awarded the greater of (1) three times Jeans City's profits or (2) three
23 times any damages sustained by LS&CO., under 15 U.S.C. § 1117, plus prejudgment interest;

24 49. Order an accounting of and impose a constructive trust on all of Jeans City's funds and
25 assets that arise out of Jeans City's infringing activities;

26 50. Adjudge that Jeans City be required to pay LS&CO. punitive damages for its
27 oppression, fraud, malice and gross negligence, whether grounded on proof of actual damages
28 incurred by LS&CO. or on proof of Jeans City's unjust enrichment;

1 51. Adjudge that LS&CO. be awarded its costs and disbursements incurred in connection
2 with this action, including LS&CO.'s reasonable attorneys' fees and investigative expenses; and

3 52. Adjudge that all such other relief be awarded to LS&CO. as this Court deems just and
4 proper.

5
6 DATED: March 26, 2008

Respectfully submitted,

7
8 By: 

9 Gregory S. Gilchrist

Gia L. Cincone

Raquel Pacheco

10 TOWNSEND AND TOWNSEND AND CREW LLP

11 Two Embarcadero Center, Eighth Floor

San Francisco, California 94111

12 Telephone: (415) 576-0200

Facsimile: (415) 576-0300

13 Attorneys for Plaintiff

14 LEVI STRAUSS & CO.

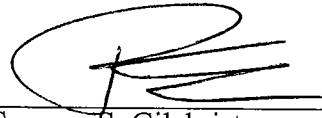
DEMAND FOR JURY TRIAL

LS&CO. demands that this action be tried to a jury.

DATED: March 26, 2008

Respectfully submitted,

By:



Gregory S. Gilchrist
Gia L. Cincone
Raquel Pacheco
TOWNSEND AND TOWNSEND AND CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111
Telephone: (415) 576-0200
Facsimile: (415) 576-0300

Attorneys for Plaintiff
LEVI STRAUSS & CO.

1 TOWNSEND AND TOWNSEND AND CREW LLP
GREGORY S. GILCHRIST (Bar # 111536)
2 GIA L. CINCONI (Bar # 141668)
RAQUEL PACHECO (Bar # 245328)
3 Two Embarcadero Center, 8th Floor
San Francisco, California 94111
4 Telephone: (415) 576-0200
Facsimile: (415) 576-0300
5 Email: gsgilchrist@townsend.com, glcincone@townsend.com, rpacheco@townsend.com
6 Attorneys for Plaintiff
LEVI STRAUSS & CO.
7
8
9

10 UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA

11 LEVI STRAUSS & CO.,
12
13 Plaintiff,

14 v.

15 JEANS CITY USA,
16 Defendant.

Case No.

**CERTIFICATION OF INTERESTED
ENTITIES OR PERSONS**

17
18 Pursuant to Civil L.R. 3-16, the undersigned certifies that as of this date, other than the named
19 parties, there is no such interest to report.

20 DATED: March 26, 2008

Respectfully submitted,

21 By: 

22 Gregory S. Gilchrist
23 Gia L. Cincone
Raquel Pacheco
TOWNSEND AND TOWNSEND AND CREW LLP
24 Two Embarcadero Center, Eighth Floor
San Francisco, California 94111
25 Telephone: (415) 576-0200
26 Facsimile: (415) 576-0300

27 Attorneys for Plaintiff
LEVI STRAUSS & CO.
28

Exhibit A



Exhibit A-1



Exhibit A-2



Exhibit A-3



Exhibit A-4



Exhibit A-5



Exhibit A-6



Exhibit A-7



Exhibit A-8



Exhibit A-9

Exhibit B

438326

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 16, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,139,254 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *September 02, 1980*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & CO.

A DE CORP



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

H. Phillips
H. PHILLIPS
Certifying Officer

Int. Cl.: 25

Prior U.S. Cl.: 39

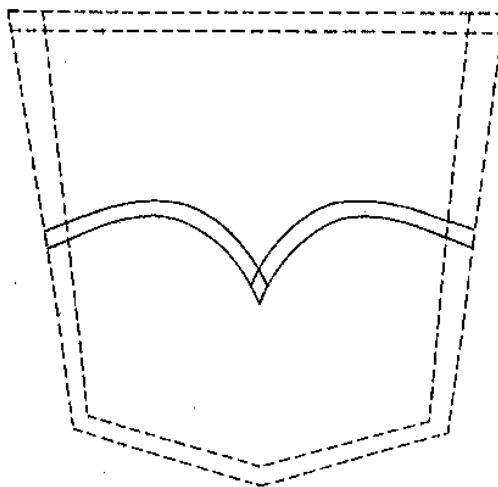
Reg. No. 1,139,254

United States Patent and Trademark Office

Registered Sep. 2, 1980

TRADEMARK

Principal Register



Levi Strauss & Co. (Delaware corporation)
Two Embarcadero Ctr.
San Francisco, Calif. 94106

For: PANTS, JACKETS, SKIRTS, DRESSES AND
SHORTS, in CLASS 25 (U.S. CL. 39).

First use 1873; in commerce 1873.

Owner of U.S. Reg. No. 404,248.

Ser. No. 169,399. Filed May 8, 1978.

M. J. LEAHY, Primary Examiner



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
OFFICE OF ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, Virginia 22202-3513

REGISTRATION NO: 1139254 SERIAL NO: 73169399 MAILING DATE: 08/06/2001
REGISTRATION DATE: 09/02/1980
MARK: MISCELLANEOUS DESIGN
REGISTRATION OWNER: LEVI STRAUSS & CO.
CORRESPONDENCE ADDRESS:

SARAH R. FULLER
LEGAL STRATEGIES GROUP
5905 CHRISTIE AVENUE
EMERYVILLE, CA 94608-1925

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):
025.

HARPER, BARBARA A
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
(703)308-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

428726

THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE**

United States Patent and Trademark Office

July 16, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 404,248 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *November 16, 1943*
2nd RENEWAL FOR A TERM OF 20 YEARS FROM *November 16, 1983*
SECTION 8 & 15

REPUBLISHED SECTION 12C

SAID RECORDS SHOW TITLE TO BE IN:

STRAUSS, LEVI & CO.



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

H. Phillips
H. PHILLIPS
Certifying Officer

Registered Nov. 16, 1943

Trade-Mark 404,248

Republished, under the Act of 1946, April 27, 1948, by
Levi Strauss & Company, San Francisco, Calif.

Affidavit under Section 8 accepted.

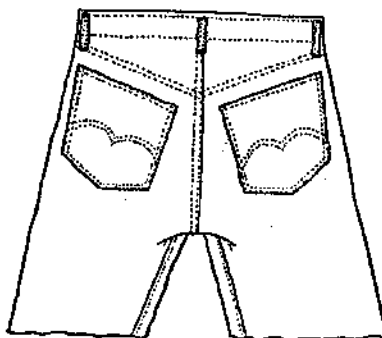
Affidavit under Section 15 received, Aug. 31, 1953.

UNITED STATES PATENT OFFICE

Levi Strauss & Company, San Francisco, Calif.

Act of February 20, 1905

Application September 25, 1942, Serial No. 455,769



STATEMENT

To the Commissioner of Patents:

Levi Strauss & Company, a corporation duly organized under the laws of the State of California and located at the city and county of San Francisco, State of California, and doing business at 98 Battery Street, San Francisco, California, has adopted and used the trade-mark shown in the accompanying drawing, for **WAISTBAND TYPE OVERALLS**, in Class 39, Clothing, and presents herewith five facsimiles showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with act of February 20, 1905. The trade-mark has been continuously used and applied to said goods in applicant's business since the year 1873. The trade-mark consists of double arcuate designs of orange color displayed on the hip pockets of the overalls as shown on the drawing. The mark is applied to the overalls

by stitching the double arcuate designs on the hip pockets with orange colored thread, or by painting the lines of said design on the hip pockets with orange colored paint.

No claim is made to the exclusive use of the representation of a pair of overalls.

The undersigned hereby appoints Castberg & Roemer, a firm composed of Thomas Castberg and Irving C. Roemer, whose address is 807 Crocker Building, San Francisco, California, and whose registration number is 15,030, as its attorneys, with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive the certificate of registration, and to transact all business in the Patent Office connected therewith.

LEVI STRAUSS & COMPANY,
By DANIEL E. KOSHLAND,
Vice President.

7006659

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

April 06, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,791,156 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 09, 2003*

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & CO.

A DELAWARE CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

L. Edelen

L. EDELEN
Certifying Officer



Int. Cl.: 25

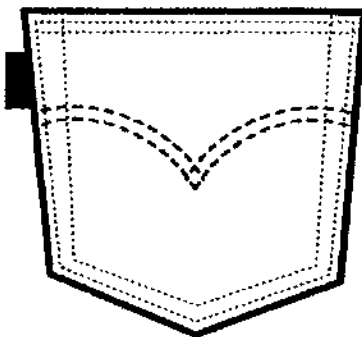
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,791,156

Registered Dec. 9, 2003

**TRADEMARK
PRINCIPAL REGISTER**



LEVI STRAUSS & CO. (DELAWARE CORPORATION)
1155 BATTERY STREET
SAN FRANCISCO, CA 94111

FOR: PANTS, JEANS, SHORTS, SHIRTS, T-SHIRTS, BLOUSES, SKIRTS AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1936; IN COMMERCE 9-1-1936.

OWNER OF U.S. REG. NOS. 1,041,846, 1,135,196, AND 1,139,254.

THE LINING AND SHADING SHOWN IN THE DRAWING ARE FEATURES OF THE MARK AND NOT INTENDED TO INDICATE COLOR.

THE MARK CONSISTS OF THE COMBINATION OF A DOUBLE ARCUATE AND TAB DESIGN SHOWN ON THE SHAPE OF A POCKET, AS INDICATED BY A SOLID LINE.

SER. NO. 78-144,339, FILED 7-16-2002.

ELLEN B. AWRICH, EXAMINING ATTORNEY

7096659

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

April 06, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,794,649 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 16, 2003*

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & CO.

A DELAWARE CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

L. Edelen

L. EDELEN

Certifying Officer



Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,794,649

Registered Dec. 16, 2003

**TRADEMARK
PRINCIPAL REGISTER**



LEVI STRAUSS & CO. (DELAWARE CORPORATION)
1155 BATTERY STREET
SAN FRANCISCO, CA 94111

THE MARK CONSISTS OF A DOUBLE ARCULATE DESIGN.

FOR: PANTS, JEANS, SHORTS, SHIRTS, T-SHIRTS, BLOUSES, SKIRTS AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

SER. NO. 78-142,765, FILED 7-10-2002.

FIRST USE 0-0-1873; IN COMMERCE 0-0-1873.

GINNY ISAACSON, EXAMINING ATTORNEY

State of California



SECRETARY OF STATE

Trademark Reg. No. 88399 Class No. Int. 25 Renewal No. 15637
CERTIFICATE OF RENEWAL OF TRADEMARK

I, BILL JONES, Secretary of State of the State of California, hereby certify:

That an application for renewal has been filed in this office for the TRADEMARK described below:

Name of Applicant: Levi Strauss & Co.
Business Address: 1155 Battery Street San Francisco, CA 94111
Date First Used in California: 1873
Date First Used Anywhere: 1873
Description of Trademark: Arc Design. Design of two concentric arcs placed in such a manner that they meet in the center
Description of Goods on Which the Trademark is Used: Pants, shirts, and jackets
Date of Registration: August 24, 1988
Term of Registration Extends to and Includes: August 24, 2008

IN WITNESS WHEREOF, I execute
this certificate and affix the Great
Seal of the State of California this
6th day of July, 1998



Bill Jones
BILL JONES
Secretary of State



State of California

Secretary of State

RENEWAL OF TRADEMARK OR SERVICE MARK

Pursuant to Business and Professions Code Section 14250

(APPLICATION FOR RENEWAL MUST BE RECEIVED BY THE SECRETARY OF STATE WITHIN (BUT NOT BEFORE) THE SIX-MONTH PERIOD PRIOR TO THE DATE OF EXPIRATION OF THE CURRENT REGISTRATION TOGETHER WITH RENEWAL FEE.)

SEND THE SIGNED APPLICATION WITH ORIGINAL SIGNATURE(S) TO THE SECRETARY OF STATE, TRADEMARK UNIT, P.O. BOX 944225, SACRAMENTO, CA 94244-2250.

RENEWAL APPLICATION FOR:



TRADEMARK



SERVICE MARK

1. NAME OF APPLICANT:

LEVI STRAUSS & CO.

2. STREET ADDRESS: (DO NOT GIVE P. O. BOX) (FOR SERVICE MARK, PROVIDE CALIFORNIA BUSINESS ADDRESS)

1155 Battery Street

CITY:

San Francisco

STATE:

CA

ZIP CODE

94111

3. BUSINESS STRUCTURE: (CHECK ONE)

☐ LIMITED PARTNERSHIP

☐ SOLE PROPRIETOR

☐ LIMITED LIABILITY COMPANY

☐ UNINCORPORATED ASSOCIATION

☐ GENERAL PARTNERSHIP

☐ HUSBAND AND WIFE, AS COMMUNITY PROPERTY

☒ CORPORATION (STATE OF INCORPORATION) Delaware

☐ OTHER (DESCRIBE) _____

4. IF PARTNERSHIP, LIST NAMES OF PARTNERS

5. NAMES OF MEMBER(S) OR MANAGER(S), IF APPLICANT IS A LIMITED LIABILITY COMPANY

6. NAME AND/OR DESCRIPTION OF TRADE/SERVICE MARK: A device created by two concentric arcs placed on pockets in such a manner that they meet in the center thereof, usually applied by stitching. ARC DESIGN.

7. TRADE/SERVICE MARK REGISTRATION NUMBER

088399

8. DATE OF REGISTRATION

August 24, 1988

THE MARK WAS ADOPTED, USED, AND CONTINUES TO BE USED WITHIN THE STATE OF CALIFORNIA BY THE APPLICANT IN THE FORM AND MANNER SPECIFIED IN THE PRESENT REGISTRATION.

9. NAME OF CORPORATION/PARTNERSHIP/LIMITED LIABILITY COMPANY (IF APPLICABLE)

LEVI STRAUSS & CO.

THIS SPACE FOR FILING OFFICER USE

TRADE/SERVICE MARK

REG. NO. 88399

RENEWAL NO. 015637

SIGNATURE (IF PARTNER OR CORPORATE OFFICER, INCLUDE TITLE)

DATE

10. RETURN ACKNOWLEDGMENT TO: (TYPE OR PRINT)

NAME Sarah R. Fuller
ADDRESS Legal Strategies Group
5905 Christie Avenue
CITY Emeryville, CA 94608-1925
STATE _____
ZIP CODE _____

FILED
In the office of the Secretary of State
of the State of California

JUL - 6 1998

Bill Jones
BILL JONES, Secretary of State

ARC 10021B



Office of

SEP 01 1983

March Fong Eu

Secretary of State
SACRAMENTO

As Secretary of State, it is my pleasure to notify you that the mark you submitted has been registered in this office.

Please be advised that Section 14220(f) of the Business and Professions Code specifies that a mark shall not be registered if it so resembles a mark or trade name already registered or used in this state by another and not abandoned, as to be likely, when applied to the goods or services of the applicant, to cause confusion or mistake or to deceive.

My office has conducted a search of California trademark and service mark registrations. Your mark does not appear to resemble any previous registration.

Please be advised, however, that there may be unregistered marks or California trade names used by corporations and partnerships, fictitious names, and names under which individuals conduct business which may resemble your registration. A check for such names is beyond the scope of the review of this office in registering marks.

Most sincerely,

March Fong Eu

MARCH FONG EU



State of California

OFFICE OF THE SECRETARY OF STATE

 Trademark
 Reg. No. 088399
CERTIFICATE OF REGISTRATION OF TRADEMARK

I, MARCH FONG EU, Secretary of State of the State of California, hereby certify:

That in accordance with the application filed in this office the TRADEMARK described below has been duly registered in this office on behalf of:

Name of Applicant LEVI STRAUSS & CO.

Business Address 1155 Battery Street
San Francisco, CA 94111

Date First Used in California 1873

Date First Used Anywhere 1873

Description of Trademark A device created by two concentric arcs placed on pockets in such a manner that they meet in the center thereof, usually applied by stitching.

Class No. 39

Description of Goods on Which the Trademark is Used Pants, shirts and jackets

A copy, specimen, facsimile, counterpart or a reproduction of the mark is attached.

Date of Registration August 24, 1988

Term of Registration Extends to and Includes August 24, 1998

IN WITNESS WHEREOF, I execute
 this certificate and affix the Great
 Seal of the State of California this

24th day of August, 1988



March Fong Eu

Secretary of State

A COPY, SPECIMEN, FACSIMILE, COUNTERPART OR
REPRODUCTION OF TRADEMARK REG. NO. 088399





APPLICATION TO REGISTER A TRADEMARK
IN THE STATE OF CALIFORNIA

TO: MARCH FONG EU
Secretary of State
923 12th Street, Suite 301
Sacramento, California 95814
(916) 445-9872

Trademark

Reg. No. 088399

Class No. 39

FILED

In the office of the Secretary of State
of the State of California

AUG 24 1988

March Fong Eu

MARCH FONG EU
SECRETARY OF STATE

Applicant requests registration of the trademark described below and submits the following information along with the registration fee of \$50.00:

1. Name of Applicant LEVI STRAUSS & CO.

CHECK ONE: ☐ Sole Proprietor ☒ Corporation
☐ Limited Partnership ☐ General Partnership
☐ Unincorporated Association
☐ Husband and Wife, as community property
☐ Other (Describe) _____

2. Business Address, City, State 1155 Battery Street, San Francisco, CA 94111

3. State of Incorporation, if applicant is a corporation Delaware

4. Names of the general partners, if applicant is a partnership _____

5. Description of the Trademark. The trademark consists of the following:
A device created by two concentric arcs placed on pockets in such a manner
that they meet in the center thereof, usually applied by stitching.

6. The specific goods, products, or merchandise (stock-in-trade) which the applicant(s) sell(s) to the customers, and on which the trademark is used, are/is as follows: _____

pants, shirts and jackets

(OVER)

7. The trademark has previously been used, and is now being used on said goods in the State of California as follows:

- ☒ On labels and tags affixed to the goods.
- ☐ On labels and tags affixed to containers of the goods.
- ☒ By printing it directly onto the goods.
- ☐ By printing it directly onto the containers for the goods.

8. Enclosed as specimens or facsimiles are:

- ☐ Five identical actual labels.
- ☐ Five identical actual tags.
- ☒ Five identical photographs of the goods/containers showing the trademark thereon.
- ☐ Five entire front panels of a paper container bearing the trademark.

9. The date the trademark was first used in California is 1873.

The date the trademark was first used anywhere is 1873.

The applicant is the owner of the mark and no other person has the right to use such mark in the State of California either in the identical form thereof or in such near resemblance thereto as might be calculated to deceive or to be mistaken therefor.

LEVI STRAUSS & CO.

Type name of corporation or partnership on above line (leave above line blank if sole proprietor)

BY

Tracy MacLeod
Signature of applicant, partner, officer of corporation; if partner, so state and if officer, set forth title of office

Tracy MacLeod, Assistant Secretary

VERIFICATION

Tracy MacLeod declares under penalty of perjury under the laws of the State of California that the statements contained in the foregoing application are true of his/her own knowledge.

DATED: June 30, 1988

BY

Tracy MacLeod
Signature of applicant, partner, officer of corporation; if partner, so state and if officer, set forth title of office

TM 88 399



Exhibit C



Exhibit C-1



Exhibit C-2



Exhibit C-3



Exhibit C-4



Exhibit C-5

Exhibit D

438298

THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME:~~
UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 17, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 356,701 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *May 10, 1938*

3rd RENEWAL FOR A TERM OF 10 YEARS FROM *May 10, 1998*

SECTION 8 & 15

REPUBLISHED SECTION 12C

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & COMPANY



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

T. Wallace
T. WALLACE

Certifying Officer

Registered May 10, 1938

Trade-Mark 356,701

Republished, under the Act of 1946, April 27, 1948, by
Levi Strauss & Company, San Francisco, Calif.

Affidavit under Section 8 accepted.

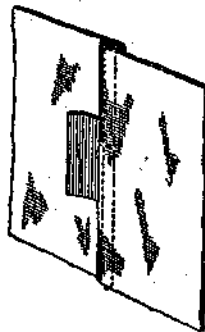
Affidavit under Section 15 received, Aug. 31, 1953.

UNITED STATES PATENT OFFICE

Levi Strauss & Company, San Francisco, Calif.

Act of February 20, 1905

Application June 30, 1937, Serial No. 394,734



STATEMENT

To the Commissioner of Patents:

Levi Strauss & Company, a corporation duly organized under the laws of the State of California and located at city and county of San Francisco, State of California, and doing business at 98 Battery Street, San Francisco, California, has adopted and used the trade-mark shown in the accompanying drawing, for MEN'S, WOMEN'S, AND CHILDREN'S OVERALLS OF THE PATCH-POCKET TYPE, in Class 39, Clothing, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905.

The trade-mark consists of a small marker or tab, of textile material or the like, colored red, appearing on and affixed permanently to the exterior of the garment in a position that the red tab is visible, while the garment is being worn.

The trade-mark has been continuously used in the business of the applicant since on or about September 1, 1936.

In practice the trade-mark is applied to the

goods by stitching an end of a red marker or tab into one of the regular structural seams of the garment so that the stitching of said seam secures one end of the red tab to the garment with a portion thereof extending visibly from the edge of the seam.

No claim is made herein for the representation of a portion of the garment or seam shown in the drawing, these being shown merely to illustrate one manner in which the red marker or red tab may be applied to a garment. The drawing is lined for the color red.

The undersigned hereby appoints Chas. E. Townsend, whose address is 908-917 Crocker Building, San Francisco, California, its attorney with full power of substitution and revocation to prosecute this application, to make alterations and amendments therein, to receive the certificate of registration, and to transact all business in the Patent Office connected therewith.

LEVI STRAUSS & COMPANY,
By D. A. BERONIO,
Secretary.

Registered May 10, 1938

Amendment

Registration No. 356,701

Levi Strauss & Company

Application to amend having been made by Levi Strauss & Co., owner of the registration above identified, said registration is hereby amended as follows:
In the statement, column 1, lines 8 through 10, the description of goods is deleted and *Pants of the patch-pocket type worn by men, women and children* is inserted.

Such amendment has been entered upon the records of the Patent and Trademark Office and the said original registration should be read as so amended.

Signed and sealed this 15th day of August 1978.

[SEAL]

Attest:

JANIE COOKSEY,
Attesting Officer.

DONALD W. BANNER,
Commissioner.

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

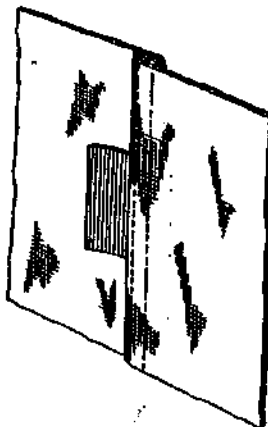
10 Year Renewal

Reg. No. 356,701

Registered May 10, 1938

Renewal Term Begins May 10, 1998

TRADEMARK
PRINCIPAL REGISTER



LEVI STRAUSS & CO. (DELAWARE
CORPORATION)
1155 BATTERY STREET
SAN FRANCISCO, CA 94111, BY
CHANGE OF NAME, MERGER AND
CHANGE OF NAME FROM LEVI
STRAUSS & COMPANY (CALIFORNIA
CORPORATION) SAN FRANCISCO,
CA

NO CLAIM IS MADE HEREIN FOR
THE REPRESENTATION OF A POR-
TION OF THE GARMENT OR SEAM
SHOWN IN THE DRAWING, THESE
BEING SHOWN MERELY TO ILLUSTRATE

ONE MANNER IN WHICH THE
RED MARKER OR RED TAB MAY BE
APPLIED TO A GARMENT.

THE DRAWING IS LINED FOR THE
COLOR RED.

FOR: [MEN'S, WOMEN'S, AND CHILDREN'S OVERALLS OF THE PATCH-POCKET TYPE] * PANTS OF THE PATCH-POCKET TYPE WORN BY MEN, WOMEN AND CHILDREN *, IN CLASS 39 (INT. CL. 23).

FIRST USE 9-1-1936; IN COMMERCE 9-1-1936.

SER. NO. 71-394,734, FILED 6-30-1937.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 24, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

438274

THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME:~~
UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 16, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 516,561 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *October 18, 1949*
2nd RENEWAL FOR A TERM OF 20 YEARS FROM *October 18, 1989*
SECTION 8 & 15
AMENDMENT/CORRECTION/NEW CERT(SEC7) ISSUED
SAID RECORDS SHOW TITLE TO BE IN:

STRAUSS, LEVI & CO.

A DELAWARE CORPORATION



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

L. Edelen

L. EDELEN
Certifying Officer

Amendment

Registered October 18, 1949

Registration No. 516,561

Levi Strauss & Company

Application to amend having been made by Levi Strauss & Co., owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 1, line 7, "overalls" is deleted and *jeans* is inserted. Such amendment has been entered upon the records of the Patent Office and the said original registration should be read as so amended.
Signed and sealed this 16th day of September 1969.

[SEAL]

EDWIN L. REYNOLDS,
First Assistant Commissioner of Patents.

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

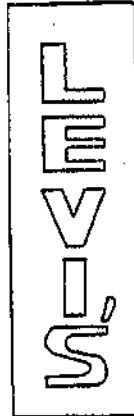
Renewal

Reg. No. 516,561

Registered Oct. 18, 1949

OG Date Oct. 24, 1989

**TRADEMARK
PRINCIPAL REGISTER**



LEVI STRAUSS & CO. (DELAWARE
CORPORATION)

1155 BATTERY STREET

SAN FRANCISCO, CA 94111, BY
MERGER WITH AND CHANGE OF
NAME FROM LEVI STRAUSS & COM-
PANY (CALIFORNIA CORPORATION)
SAN FRANCISCO, CA AND LEVI
STRAUSS & COMPANY (CALIFORNIA
CORPORATION) SAN FRANCISCO,
CA

FOR: MEN'S, WOMEN'S AND CHIL-
DREN'S JEANS AND JACKETS, IN
CLASS 39 (INT. CL. 25).

FIRST USE 9-1-1936; IN COMMERCE
7-1-1937.

SER. NO. 556,108, FILED 5-3-1948.

OWNER OF U.S. REG. NOS. 250,265
AND 413,386.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Oct. 24, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Registered Oct. 18, 1949

Registration No. 516,561

PRINCIPAL REGISTER
Trade-Mark

UNITED STATES PATENT OFFICE

Levi Strauss & Company, San Francisco, Calif.

Act of 1946

Application May 3, 1948, Serial No. 556,108



(Statement)

Levi Strauss & Company, a corporation duly organized under the laws of the State of California, located at San Francisco, California, and doing business at 98 Battery Street, San Francisco, California, has adopted and is using the trade-mark shown in the accompanying drawing, for MEN'S, WOMEN'S, AND CHILDREN'S OVERALLS AND JACKETS, in Class 39, Clothing, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to the goods by affixing permanently thereto a tab of textile material on which the trade-mark is shown, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

The trade-mark was first used on jackets July 1, 1937, and on overalls September 1, 1936, and first used in commerce among the several States and between the United States and foreign nations which may lawfully be regulated by Congress on jackets July 1, 1937, and on overalls September 1, 1938.

Applicant is the owner of the trade-mark, Reg-

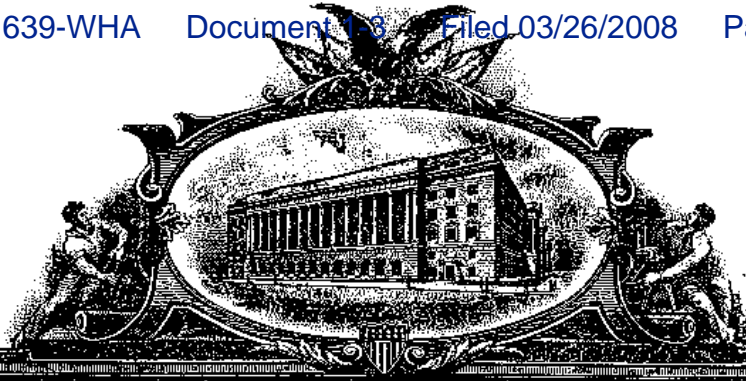
istration No. 413,386, dated April 24, 1945, and Registration No. 250,265, dated December 4, 1928.

(Declaration)

D. A. Beronio, being duly sworn, deposes and says that he is the secretary of Levi Strauss & Company, the applicant named in the foregoing statement; that he believes that said corporation is the owner of the trade-mark which is in use in commerce among the several States and between the United States and foreign nations, and that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use such trade-mark in commerce which may lawfully be regulated by Congress, either in the identical form thereof or in such near resemblance thereto as might be calculated to deceive; that the drawing and description truly represent the trade-mark sought to be registered; that the specimens show the trade-mark as actually used in connection with the goods; and that the facts set forth in the statement are true.

LEVI STRAUSS & COMPANY,
By D. A. BERONIO,
Secretary.

438298



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 17, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 577,490 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM July 21, 1953
2nd RENEWAL FOR A TERM OF 20 YEARS FROM July 21, 1993
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRUASS & COMPANY



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

T. Wallace
T. WALLACE
Certifying Officer

Registered July 21, 1953

Registration No. 577,490

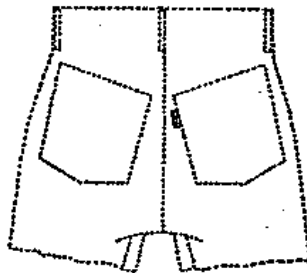
PRINCIPAL REGISTER
Trade-Mark

UNITED STATES PATENT OFFICE

Levi Strauss & Company, San Francisco, Calif.

Act of 1946

Application April 30, 1949, Serial No. 578,119



STATEMENT

Levi Strauss & Company, a corporation duly organized under the laws of the State of California, located at San Francisco, California, and doing business at 98 Battery Street, San Francisco, California, has adopted and is using the trade-mark shown in the accompanying drawing, for OVERALLS, in Class 39, Clothing, and presents herewith five facsimiles showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to the goods in the manner hereinafter set forth, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

The trade-mark was first used on September 1, 1936, and first used in commerce among the several States which may lawfully be regulated by Congress on September 1, 1936.

The trade-mark consists of a small marker

or tab, of textile material or the like, colored red, appearing on and affixed permanently to the exterior of the garment in a position that the red tab is visible, while the garment is being worn.

In practice, the trade-mark is applied to the goods by stitching an end of a red marker or tab into one of the regular structural seams of the hip pockets of the garment so that the stitching of said seam secures one end of the red tab to the garment with a portion thereof extending visibly from the edge of the seam.

The drawing is lined for the color red.

Applicant is the owner of Trade-Mark Registration No. 356,701 issued May 10, 1938, and No. 404,248 issued November 16, 1943.

LEVI STRAUSS & COMPANY,
By D. A. BERONIO,
Secretary.

Amendment

Registered July 21, 1953

Registration No. 577,490

Levi Strauss & Company

Application to amend having been made by Levi Strauss & Co., owner of the registration above identified, said registration is hereby amended as follows:

In the statement, column 1, line 7, "overalls" is deleted and *jeans* is inserted. Such amendment has been entered upon the records of the Patent Office and the said original registration should be read as so amended.
Signed and sealed this 29th day of May 1973.

[SEAL]

Attest:
K. E. PATRICK,
Attesting Officer.

ROBERT GOTTSCHALK,
Commissioner of Patents.



UNITED STATES
PATENT AND
TRADEMARK OFFICE

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514
www.uspto.gov

REGISTRATION NO: 0577490 SERIAL NO: 71/578119 MAILING DATE: 03/31/2004
REGISTRATION DATE: 07/21/1953
MARK: MISCELLANEOUS DESIGN
REGISTRATION OWNER: LEVI STRAUSS & COMPANY

CORRESPONDENCE ADDRESS:

JENNIFER GUNN
LEVI STRAUSS & CO.
1155 BATTERY STREET
SAN FRANCISCO, CA 94111

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-
IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE
TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-
IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE
TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):

039.

GRANATA, SHARON D
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
(703)308-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION**

DUPLICATE

438298

THE UNITED STATES OF AMERICA

~~TO ALL TO WHOM THESE PRESENTS SHALL COME:~~
UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 17, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 774,625 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *August 04, 1964*
1st RENEWAL FOR A TERM OF 20 YEARS FROM *August 04, 1984*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

STRAUSS, LEVI OF OF DELAWARE, INC.
A DELAWARE CORP.



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

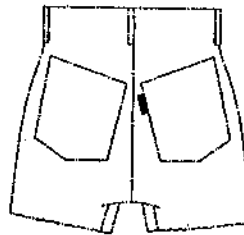
T. Wallace
T. WALLACE
Certifying Officer

United States Patent Office

774,625
Registered Aug. 4, 1964

PRINCIPAL REGISTER Trademark

Ser. No. 171,283, filed June 18, 1963



Levi Strauss & Co. (California corporation)
98 Battery St.
San Francisco 6, Calif.

For: GARMENTS, PARTICULARLY TROUSERS,
in CLASS 39.

First use May 22, 1963; in commerce May 22, 1963.

The mark consists of a small marker or black tab af-
fixed to the exterior of the garment at the hip pocket.

Owner of Reg. Nos. 356,701, 577,490, and 720,376.

438274

THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE**

United States Patent and Trademark Office

July 16, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 775,412 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *August 18, 1964*
1st RENEWAL FOR A TERM OF 20 YEARS FROM *August 18, 1984*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

STRAUSS LEVI & CO.

A DELAWARE CORPORATION



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

L. Edelen

L. EDELEN

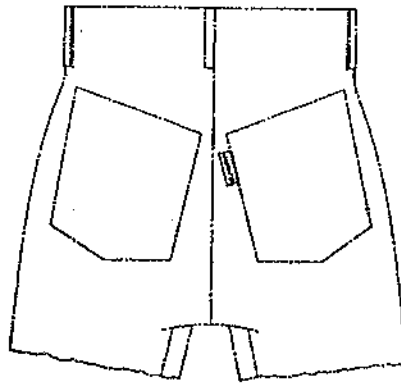
Certifying Officer

United States Patent Office

775,412
Registered Aug. 18, 1964

PRINCIPAL REGISTER Trademark

Ser. No. 171,282, filed June 18, 1963



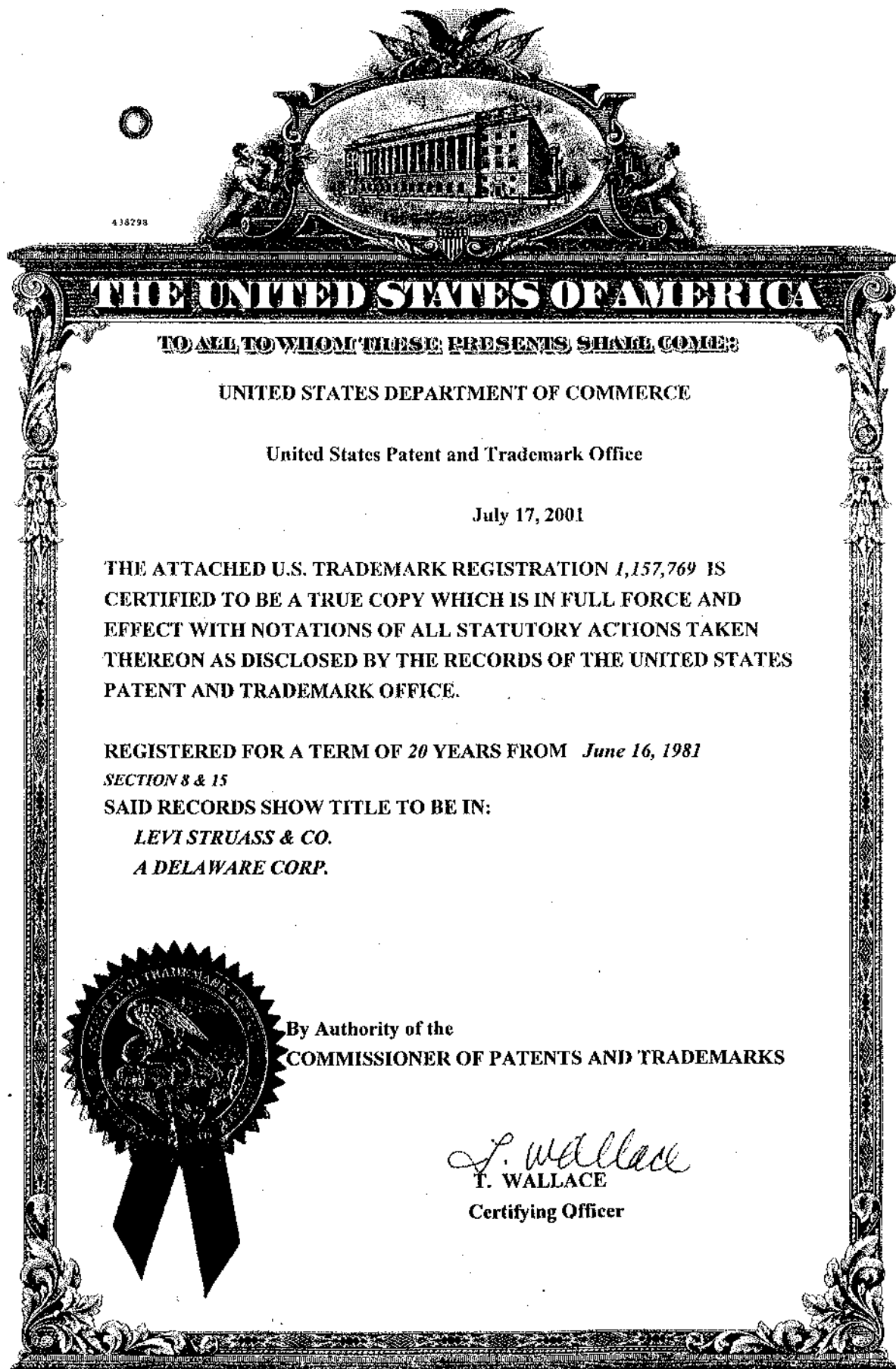
Levi Strauss & Co. (California corporation)
98 Battery St.
San Francisco 6, Calif.

For: GARMENTS, PARTICULARLY TROUSERS,
in CLASS 39.

First use Oct. 9, 1957; in commerce Oct. 9, 1957.

The mark consists of a small marker or white tab with
the name "Levi's" superposed thereon, which is affixed to
the exterior of the garment at the hip pocket.

Owner of Reg. Nos. 250,265, 720,376, and others.



Int. Cl.: 25

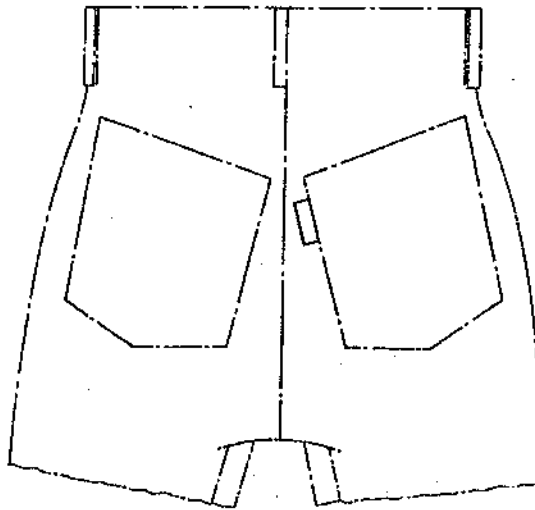
Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,157,769

Registered Jun. 16, 1981

TRADEMARK
Principal Register



Levi Strauss & Co. (Delaware corporation)
98 Battery St.
San Francisco, Calif. 94106, by merger and change of
name from
Levi Strauss & Co. (California corporation)
San Francisco, Calif.

For: TROUSERS, in CLASS 25 (U.S. Cl. 39).
First use Sep. 1, 1936; in commerce Sep. 1, 1936.
Owner of U.S. Reg. Nos. 356,701, 775,412 and
others.

Applicant disclaims the representation of the goods
apart from the mark as shown.

The mark consists of a small marker or tab affixed
to the exterior of the garment at the hip pocket.

Ser. No. 263,725, filed Feb. 1, 1967.

J. C. DEMOS, Deputy Director



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
OFFICE OF ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, Virginia 22202-3513

REGISTRATION NO: 1157769 SERIAL NO: 72263725 MAILING DATE: 09/01/2001
REGISTRATION DATE: 06/16/1981
MARK: MISCELLANEOUS DESIGN
REGISTRATION OWNER: LEVI STRAUSS & CO
CORRESPONDENCE ADDRESS:

KAREN S FRANK
LEGAL STRATEGIES GROUP
5905 CHRISTIE AVENUE
EMERYVILLE CA 94608

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):
039.

LEE, HAROLD D
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
(703)308-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

7006659

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

April 06, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,791,156 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 09, 2003*

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & CO.

A DELAWARE CORPORATION

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

L. Edelen

L. EDELEN
Certifying Officer



Int. Cl.: 25

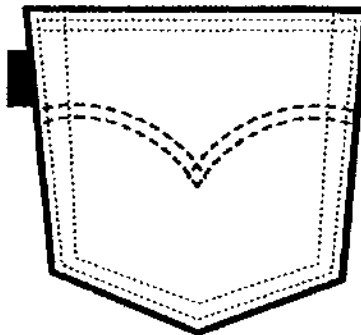
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,791,156

Registered Dec. 9, 2003

**TRADEMARK
PRINCIPAL REGISTER**



LEVI STRAUSS & CO. (DELAWARE CORPORATION)
1155 BATTERY STREET
SAN FRANCISCO, CA 94111

FOR: PANTS, JEANS, SHORTS, SHIRTS, T-SHIRTS, BLOUSES, SKIRTS AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1936; IN COMMERCE 9-1-1936.

OWNER OF U.S. REG. NOS. 1,041,846, 1,135,196, AND 1,139,254.

THE LINING AND SHADING SHOWN IN THE DRAWING ARE FEATURES OF THE MARK AND NOT INTENDED TO INDICATE COLOR.

THE MARK CONSISTS OF THE COMBINATION OF A DOUBLE ARCUATE AND TAB DESIGN SHOWN ON THE SHAPE OF A POCKET, AS INDICATED BY A SOLID LINE.

SER. NO. 78-144,339, FILED 7-16-2002.

ELLEN B. AWRICH, EXAMINING ATTORNEY

Exhibit E



Exhibit E-1



Exhibit E-2



Exhibit E-3



Exhibit E-4